COMPRANDO RICO Y SANO
(BUYING HEALTHY AND FLAVORFUL FOODS)

UnidosUS’s program—led by community health workers (promotores de salud)—seeks to reduce hunger and instill healthy shopping and eating habits among Latinos through nutrition education and enrollment assistance in the Supplemental Nutrition Assistance Program (SNAP).

In 2020–2022...

4.6 million Latinos reached with nutrition and SNAP enrollment messages via news and social media.

3.9 million pounds of food distributed or delivered to homes.

136,205 meals distributed to homes.

95,846 Latinos received nutrition education via in-person and virtual sessions.

26,629 Latinos enrolled in SNAP.

12,843 Latinos participated in cooking demonstrations.

3,299 Latinos participated in grocery store visits.

157 promotores received training to implement the program.

41.1%↑ increased in fruit intake

38.5%↑ increased in vegetable intake

30.6%↑ increased in home-prepared meals intake

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